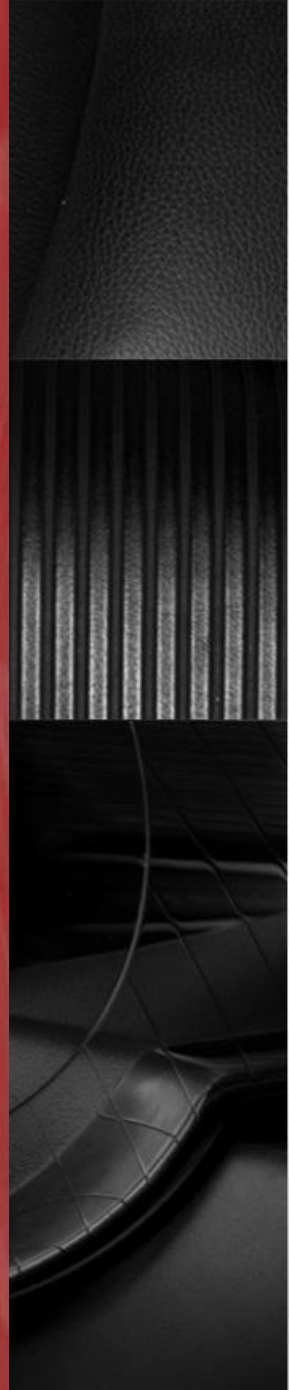



Idaho Division of Professional- Technical Education Annual Conference

Doug Major

ACTE Past President

July 2015





The legacy that comes from difficult conversations will be far more creative and sustaining than ones that come from people who always see eye to eye.



What To Expect...

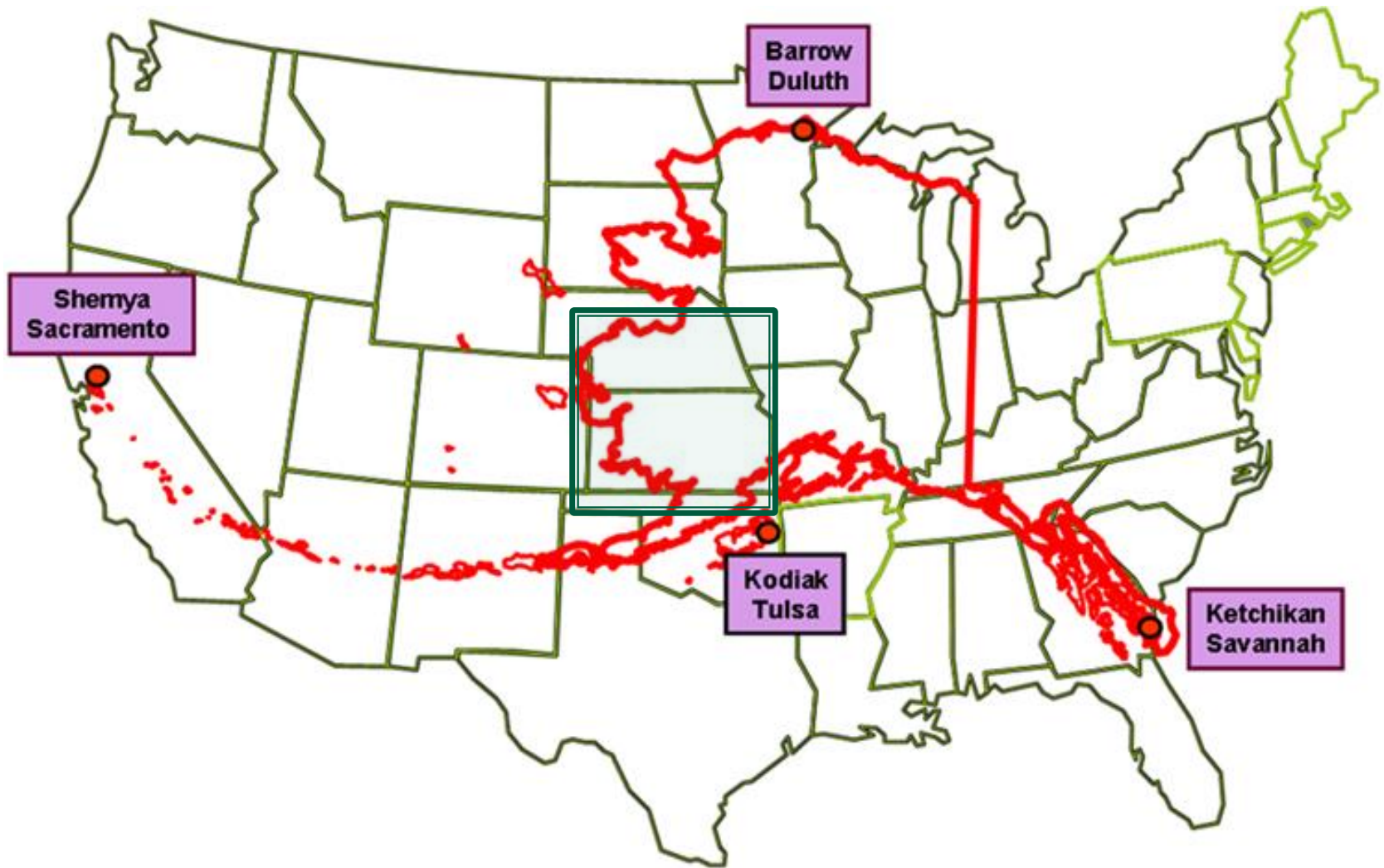
- Voice of ACTE
- Skills Gap
- Image



WHY WE ARE HERE...

- Alaska Video

Big state...small town....





CTE is a business...

Our business should be defined, not in terms of the product or service we *offer*, but in terms of what customer needs your product or service fulfills.



Some questions we should be asking...

- Who are our customers?
- What are their wants, needs, and desires from CTE?
- Do our current programs/services fully satisfy those needs?
- How do we know? How do we measure our effectiveness?



What Our Customers Expect

- Oklahoma Skills Gap Video

The CTE Challenge

Voice of the Student



Voice of the Customer

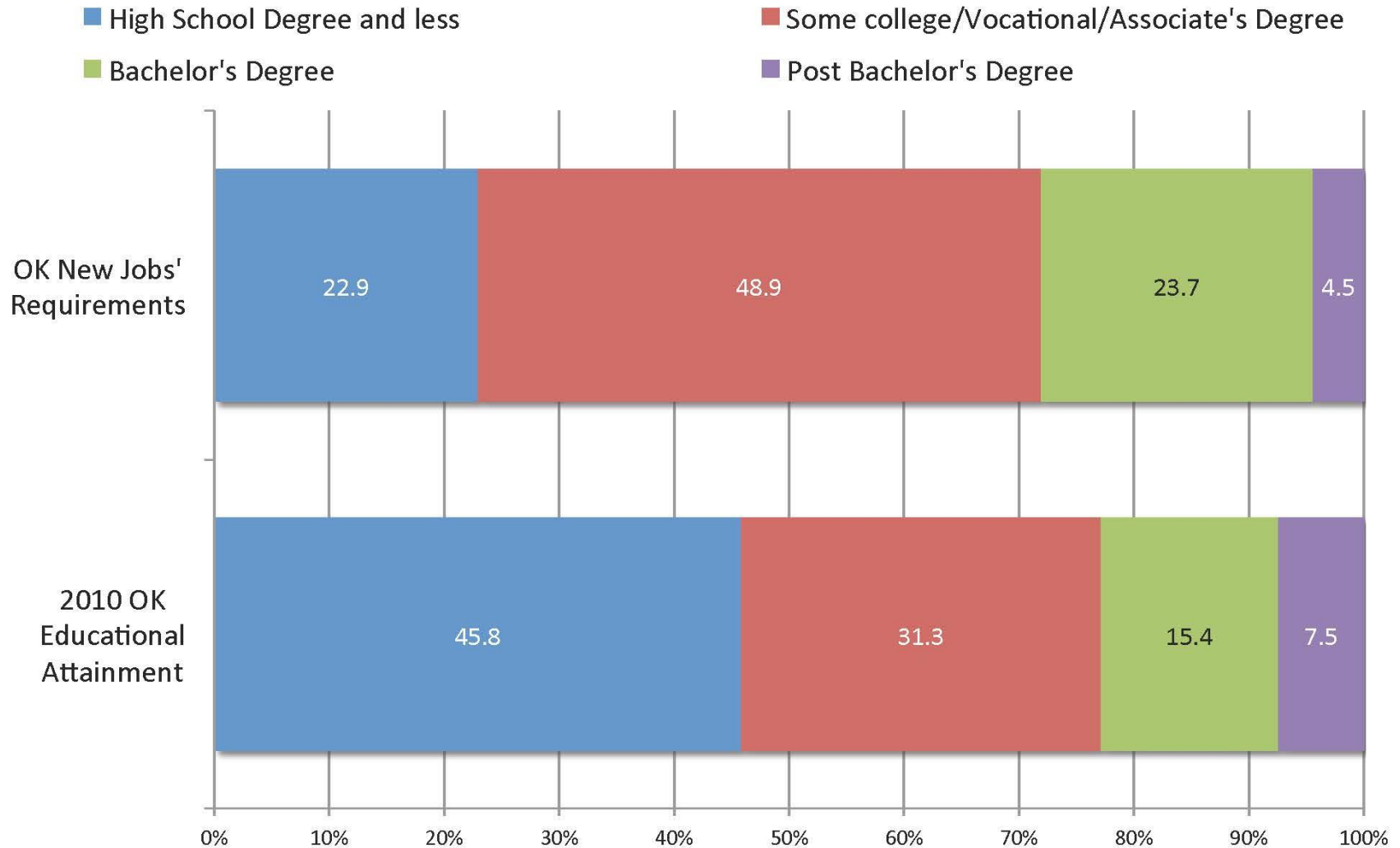
A Job For Every Person



A Workforce For Every Company



OK's Educational Gap for New Jobs



New Jobs defined as those jobs projected to be created between 2010 and 2020.

Source: 2010 ACS; EMSI Complete Employment - 2011.4



Jobs are Important

- Pinchuck clip



Pinchuk on Skills Gap

- Pinchuck Clip



What do we need to work on?

- Engaging business and industry
- Adopting common CTE standards
- Implementing CTE standards with fidelity
- Filling the postsecondary CTE gap
- Continuing to make progress on programs of study beyond the secondary level

RETURN ON INVESTMENT:

CONNECTING PROFESSIONAL-TECHNICAL EDUCATION TO CAREERS IN FY 2014

HIGH SCHOOL STUDENTS

- 83,026 students enrolled in PTE programs - 11,285 at one of Idaho's 14 Professional-Technical Schools.
- 98% of high school PTE students graduated.
- 94% of graduates found jobs or moved into postsecondary education.
- 67% of Idaho PTE high school program completers enroll in college as compared to 53% of the general student population in the state.

POSTSECONDARY STUDENTS

- 7,066 individuals enrolled in technical college degree or certificate programs.
- More than 2,000 students graduated with postsecondary degrees or certificates.
- 92% of technical college completers found jobs or continued their education.

Our goal is to
prepare youth
and adults for high
skill, in-demand
careers.

THE
1:2:7 RATIO

- Over 68% of Idaho jobs will require at least some postsecondary education by 2020.
- Of the 20 occupations with the highest job vacancy rates in Idaho, 17 are tied to PTE Career Pathways²
- Nationally, the ratio of jobs in our economy is 1:27.³
 - For every occupation that requires 1 master's degree or more
 - 2 professional jobs require a university degree
 - 7 jobs require a 1-year certificate or 2-year degree; each of these are in very high-skill, high-demand areas.

Required Education	Available Jobs
Graduate Degree	✱
Bachelor Degree	✱✱
1-Year Certificate OR 2-Year Degree	✱✱✱✱✱✱✱✱

BUSINESS AND INDUSTRY

¹ Idaho Department of Labor "Occupations in Demand", November 2014

² Gray, K. & Herr, E. (2006). *Other Ways to Win: Creating Alternatives for High School Graduates*. Third Edition. Thousand Oaks: Corwin Press. U.S. Bureau of Labor Statistics. *Occupational Outlook Handbook 2012-13*. Office of Occupational Statistics and Employment Projections.



Len B. Jordan Building, Room 324
650 W. State Street
P.O. Box 83720
Boise, ID 83720-0095

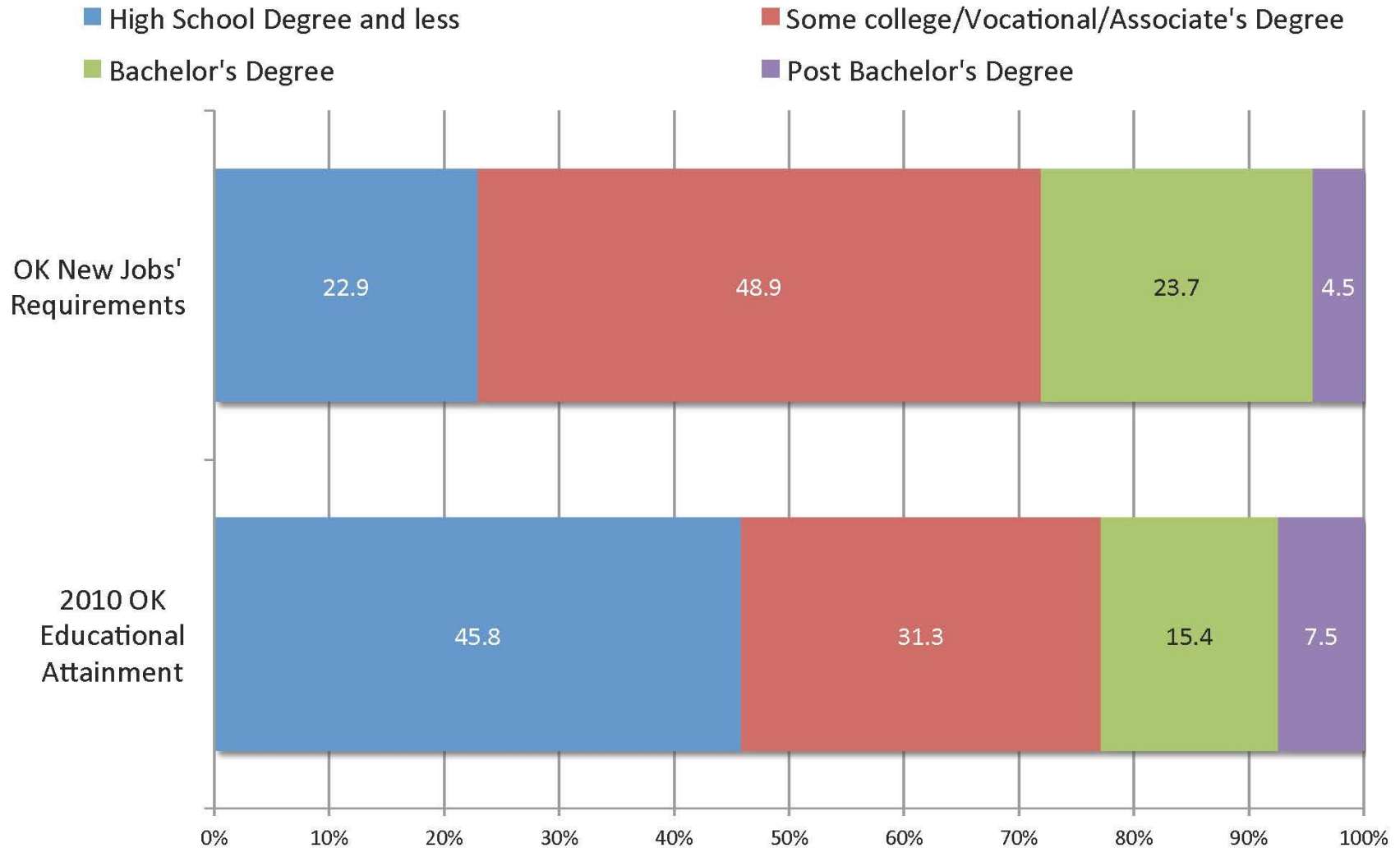
Phone: (208) 334-3216
Fax: (208) 334-3216
www.pteidaho.gov



Idaho DPTE Strategic Plan

- Mission—To prepare Idaho youth and adults for high skill, in-demand careers.
- Vision— Idaho DPTE is to be:
 1. A premier educational opportunity for students and adults to gain relevant workforce and leadership skills in an applied setting
 2. A gateway to meaningful careers and additional educational opportunities; and
 3. A strong talent pipeline that meets Idaho business workforce needs.
- 3 Major Goals, 14 Objectives

OK's Educational Gap for New Jobs



New Jobs defined as those jobs projected to be created between 2010 and 2020.

Source: 2010 ACS; EMSI Complete Employment - 2011.4



PR Problem

- Pinchuk PR problem clip



How do we restore the image?

- Ensure all programs are high quality
- Build relationships with our customers
- Persistence in advocacy



Secretary Arne Duncan, 2011



Secretary Arne Duncan, 2013



First Lady on CTE



Resources

Association for Career and Technical Education

www.acteonline.org

Douglas R. Major, Ed.D.

Past-President

doug@meridiantech.edu